Cover Letter
(based on KDE scoring guides)

Category_____   **Student** _____

Teacher _____   **School** _____

Criteria	0	1	2	3	4	Score
Originality Ideas presented are authentic to individual student – thoughts and details are not replicated across numerous entries	Content of Cover Letter noticeably replicated in classmates work: *Cannot proceed in contest.*					
Purpose/Audience To inform employer about personal objectives, prior experience in a business format	***No awareness of audience letter is intended and purpose of letter**	***Minimal awareness of audience letter is intended and purpose of letter**	***Some evidence of communicating with audience letter is intended & purpose, some lapse in focus**	***Focused on a purpose, communicates with audience letter is intended, suitable tone**	***Establishes a purpose for the letter, maintains clear focus, strong awareness of audience letter is written to, appropriate tone**	
Paragraph Development *Content* Promoting self as ideal candidate using specific details to support personal objectives, goals, and career interests. - who you are, what you want, &what you have to offer Explain why you are a strong candidate	***None of the ideas are relevant to the topic** *Student would not be considered for the job	***Some ideas are relevant to topic** *No information given about how student learned about job *Little or no relationship between student's skills & experiences to job *No knowledge of company & industry *Contact information vague *Poor paragraph and sentence structure. *Information given would not support student as a strong candidate for the job	***Ideas are poorly communicated to audience** ***Paragraphs provide limited support of topic** *Makes a statement about learning about job *Tells about personal skills and/or work experiences, but does not connect them to job *Gives examples of personal achievements but are unrelated to job *Shows minimal knowledge of company & industry *Paragraphs lack complexity; some may have incomplete or run-on sentences. *No relationship to how student's experiences can help company *Contact information vague *Student would not be a strong candidate for the job	***Ideas are communicated to audience and** ***Paragraphs provide good support of topic** *Makes a statement about learning about job *Presents at least 2 skills & or work experiences that can help company; attempts to connect to job *Shows knowledge of company & industry *Gives examples of personal achievements but all may not relate to job *Minimal focus on how student's own experiences can help company *Paragraphs are adequately developed; sentences have varied length; transitions are not as smooth. *Contact information with time and number provided *Most information given supports student as a strong candidate for the job	***Ideas are clearly communicated to audience and** ***Paragraphs provide thorough support of topic** *States where specifically learned about job *Presents at least 3 skills & or work experiences that match needs of company *Gives specific examples of personal achievements as they relate to job *Shows knowledge of company & industry *Strong focus on how student's own experiences can help company *Paragraphs are fully developed; sentences are complex *Contact information with time and number provided *All information given supports student as a strong candidate for the job	
Business Letter Format maintain logical order in business letter format Your street address, date, name & address of company, greeting, introductory paragraph, 3 body paragraph, closing paragraph, closing, signature & spacing, and enclosure) *Font – Times New Roman, Verdana, Arial, 10, 11, or 12	***Designated business letter format not used**	***All but 2 components of business letter format are present** ***Unorganized, attempt not observable** *Made reference to either job area or place of business *Effective transitions were not used *Required font not used or size of font interchanged throughout letter *Gave employer way to contact student *No signature	***All but one component of business letter format are present** ***Unorganized, but attempt is observable** *Made references to job area, but not place of business *Attempted to use transitions. *Inconsistent use of required font sizes *Gave employer way to contact student *Signature in ink, above typewritten name; may be a partial signature or somewhat off line	***All components of business letter format are present** ***Ideas sufficiently organized** *Made reference to place of business with no more than 1 error *Followed required Cover Letter format @ 100% *Used transitions between ideas *Consistent use of required fonts and sizes *Gave employer way to contact student *Complete signature in ink, above typewritten name, may be somewhat off line.	***All components of business letter format are present** ***Ideas well organized** *Made accurate reference/s to place of business *Transitions in letter flowed from one idea to the next *Followed required Cover Letter format @ 100% *Only allowed fonts used; no more than two sizes in letter; font sizes are consistent *Complete signature in ink above type written name *Gave employer way to contact student	

| Sentences

Effective and correct sentence structure	*Sentences may not be complete; may contain run-on sentences.	*Sentences are simple without transitions.	*Sentences are structured with some varied lengths. Few transitions. Simple vocabulary.	*Sentences are structured with varied lengths and adequate vocabulary. Transitions are present but may not be enriched.	Sentences are complex and have enriched vocabulary and transitions.	
Language
Word choice and usage appropriate for business format i.e., no abbreviations, slang, or Friendly Letter language; salutation considers either male or female employer; may use Dear Sir or Madam when unsure)	***Language inappropriate to business letter**

*Reference to resume is not present.
*More than 3 abbreviations used.
*Qualifications either not given or do not relate to job desired. | **Most language in Cover Letter is not appropriate for a business letter.**
*Abbreviations used >2 times
*Qualifications do not relate to job desired.
*Does not use acceptable title for addressee.
*Reference to resume is vague or not present. | ***Attempts to use appropriate business letter language; some language not appropriate for business letter**
*Uses abbreviations 1 or 2 times + KY
*Vaguely tells about personal qualifications & how they relate to job desired on resume
*Does not use acceptable title for potential employer or HR personnel on CL
*Makes reference to resume with minimal elaboration | **Most of Cover Letter uses appropriate business letter language**
*All words spelled out with the exception of states (KY)
*Makes reference to resume to support qualifications for job
*Most personal references to enclosed resume clearly link student's personal qualifications to required job skills.
Salutation is to Human Resources Manager or other acceptable title*; **_did not use_** Dear Sir or To Whom it May Concern.
*References to enclosed resume link most of student's personal qualifications to required job skills | ***Excellent business letter language (specific lang. pertains to job)**
*All words spelled out with the exception of states (KY)
*All references to individuals given in business format
*Salutation is to Human Resources Manager or other acceptable title; **_did not use_** Dear Sir or To Whom it May Concern:
*References to enclosed resume clearly link student's personal qualifications to required job skills. | |
| **Appearance**
(overall appearance of document)
Correctness
Correct use of spelling (sp), punctuation (punct.), and capitalization (cap.) | **_Appearance_**
Cover Letter's overall appearance is messy; and/or margins may be out of alignment
Correctness
numerous spelling, grammar, punctuation &/ or capitalization errors | **_Appearance_**
*Attempt is made to make Cover Letter look neat; margins may be out of alignment
Correctness
*> 3 Sp errors **_&/OR_**
*>3 grammar errors **_&/OR_**
*> 3 punctuation Errors **_&/OR_**
*> 3 capitalization errors | **_Appearance_**
*Cover letter looks neat with no more than one noticeable error orsmudge; margins look neat

Correctness
*3 Sp errors **_&/OR_**
*3 grammar errors **_&/OR_**
*3 punctuation errors **_&/OR_**
*3 capitalization errors | **_Appearance_**
*Cover letter looks neat; format easily noted; wide margin of white space on all sides of letter; no smudges or erasures.

Correctness
*1-2 sp errors **_&/OR_**
*1-2 grammar errors **_&/OR_**
*1-2 punct. errors **_&/OR_**
*1-2 capitalization errors | **_Appearance_**
*Cover Letter looks impeccable; Cover Letter format easily noted; wide margin of white space on all sides of letter; no smudges or erasures.

Correctness
100% accuracy on spelling, punctuation, grammar and capitalization | |
| | | | | | | **Total** |